DOCUMENT RESUME

ED 455 484 CG 031 093

TITLE	National Public Awareness Campaigns for 2000: Part of Your Communications Strategy. Join Together Special Monthly Action Kit.
INSTITUTION	Join Together, Boston, MA.
PUB DATE	2000-00-00
NOTE	34p.
AVAILABLE FROM	For full text: http://www.jointogether.org.
PUB TYPE	Reference Materials - Directories/Catalogs (132) -- Reports - Descriptive (141)
EDRS PRICE	MF01/PC02 Plus Postage.
DESCRIPTORS	Adolescents; *Communications; Community Needs; Drug Education; *Prevention; Resilience (Personality); *Substance Abuse
IDENTIFIERS	*Public Awareness

ABSTRACT

An important part of a community strategy to reduce substance abuse is a communications plan. The plan is meant to guide efforts as the targeted message is communicated and information is disseminated. Part 1 of this paper provides an introduction to the basics of a communications plan and helps providers think about different ways to get the message out to key audiences in a community. Part 2 provides an overview of many national public awareness campaigns that were held throughout the year 2000. The National Public Awareness Campaigns are listed for each month of the year 2000. By reviewing these campaigns, community organizers and mental health professionals can learn about themes and ideas that could fit into their communities. By participating in these campaigns and receiving job and educational opportunities, young people can build self-confidence and strengthen their resistance to using alcohol and drugs. (JDM)

ED 455 484

Join Together Special Monthly Action Kit

NATIONAL PUBLIC AWARENESS CAMPAIGNS FOR 2000: PART OF YOUR COMMUNICATIONS STRATEGY

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NATIONAL PUBLIC AWARENESS CAMPAIGNS FOR 2000

An important component of a community strategy to reduce substance abuse is a communications plan. The plan should guide your efforts as you develop and communicate targeted messages and disseminate information that support your specific goals. Part I of this Special Action Kit introduces you to the basics of a communications plan and helps you think broadly about different ways to get your messages out to key audiences within your community.

Part II of this Special Action Kit provides an overview of national public awareness campaigns that will be held throughout the coming year. These public awareness activities can be an important part of your organization's communications efforts. While this is in no way a comprehensive list, it is a good introduction to the types of campaigns out there. As you read through the information presented, look for themes and ideas that fit with the goals of your organization and respond to your community's situation. Notice that some of the campaigns we describe, such as the Great American Smokeout and Alcohol Awareness Week, focus directly on substance abuse. Others are about issues that, while not instantly identifiable as substance abuse, are related. For instance, campaigns like Take Your Daughter to Work Day and Groundhog Job Shadow Day call attention to the importance of exposing young people to the workplace and helping them set goals. Participating in these campaigns, along with jobs and educational opportunities, helps build self-confidence and strengthens young people's resistance to using alcohol and drugs. Other campaigns, such as the National Day of Remembrance and National Crime Victims' Rights Week, focus on problems of violence that, when you look deeper into them, may have substance abuse as a cause. All of these campaigns provide important opportunities to reach out to new groups in your community to work together on common concerns.

Along with this Action Kit, we have also included a colorful calendar you can put on your wall to remind you of the range of campaigns that will be held in 2000. Refer to the calendar for ideas as you plan your schedule for each month.

How to Use the Information Provided in this Kit:

- Read Section 1 of this kit to get a better understanding of the concept of a communications plan.
- Keep this information in mind as you read Section II, which presents the campaign descriptions for the coming year.
- Highlight those campaigns that interest you. Remember to think broadly about how the various campaigns you have selected could fit into your overall strategy.
- Think about ways to combine several campaigns held in one month into one targeted local effort. Reinforce national messages with local statistics and hard-hitting examples.
- Consider what available resources (financial, time and manpower) you can afford to dedicate to campaign participation.
- Partner with other local groups that are planning campaign activities to help extend the message more broadly. Think about involving other organizations, businesses, policymakers and the media.
- Visit the campaign websites for more information about activities, updates and to download available online activity kits and materials.

Resource: Visit the Benton Foundation's Website at **www.benton.org** to learn more about developing a communications strategy and incorporating current technology to reach your public awareness and education goals.

PART I: HOW TO DEVELOP A COMMUNICATIONS STRATEGY

You may have a communications plan already in place. Or, perhaps you are considering developing such a strategy but are unsure where to start or how to put your plans in action. No matter where your organization falls on the spectrum, here are some basic questions to ask yourself. You should revisit these questions periodically as a way of updating your plan. Feel free to fill your answers in right on this form and use this information to guide your work throughout the year.

1.) What are the top three messages that you want to convey over the next year? Why are these messages important to your overall strategy? (*i.e.* How will they help you reduce substance abuse?)

2.) Who are your target audiences?

3.) What types of methods (such as radio PSAs, appearances on cable TV, church bulletins and letters to the editor) will you use to communicate them?

4.) What is it that you want your audience to do with the information you provide?

5.) How will your communication activities move people to action?

6.) How will you evaluate the impact of your efforts?

LEARN MORE: To find out more about health communications, check out "Making Health Communication Programs Work: A Planner's Guide," from the National Cancer Institute. Washington, DC, U.S. Department of Health and Human Services, 1992. Order a FREE copy from NCI online at www.nci.org or call 1 (800) 4-CANCER.

COMMUNICATE YOUR MESSAGES

Once you've identified and/or developed three key messages, the next step is figuring out how to communicate them to your target audience. Be creative as you strategize your approach. Think beyond simply contacting your local daily newspaper, radio and television stations. While these media outlets certainly reach a broad audience, they also have many causes competing for very limited space. Therefore, in addition to approaching them, be sure to try a host of other approaches to get your message out and move people to do something.

- Host a town meeting and invite residents to attend. Educate them about the top substance abuse problems in your community. Call for help in developing a series of policy recommendations to be implemented locally.

- Ask weekly newspapers, local special interest magazines and cable stations to help publicize substance abuse problems and ways citizens can get involved.

- Draft a letter to the editor or an opinion editorial expressing the urgent need for more effective local policies. Be specific. Use local data to make your case.

- Write or call elected officials to tell them about the issues that need their attention. Be clear about what you want them to do to help make things better.

- Gather local data to help support your messages. It is not enough to say that underage drinking is the problem in your community without being able to back it up with some statistics and examples to prove your point.

- Ask locally-owned grocery stores to print your messages on their bags. Not everyone listens to the radio, watches television news or reads the newspaper. But most residents do buy food.

- Suggest that utility companies in your area print your message on their customer's bills. This is a popular approach that some communities are taking to get their information into people's hands.

- Request that a local billboard company donate free space to post information about substance abuse. Ask a local ad agency to help create the art you will use, or hold a poster contest for youth and use the winning entry.

- Use technology to get your messages out broadly. Send action alerts via email to people in your city and/or state calling on them to help you advocate for policy change. Post your messages on your website, along with ideas for action.

- Publish a newsletter that highlights recent local data, the activities of your organization and examples of things that are happening locally.

Tip: Remember to evaluate your efforts regularly to be sure you are on the right track. Share your progress with the community.

ADVICE FROM THE EXPERTS

What are some things you should keep in mind as you set out to develop a communications plan as part of your organization's overall strategy to reduce substance abuse in your community? Join Together went to the experts to find out. We asked Brigadier General Ron Sconyers, vice president of the Public Relations Society of America, to share his suggestions with local groups. We also checked in with Paula Antonovich, communications manager of the Connect For Kids campaign, which is a project of the Benton Foundation. Here's some of their advice.

Ron Sconyers: "So many organizations don't have a communications plan. Yet it can be very simple. They need to ask themselves if what they are doing is contributing to their end goal."

Sconyers says that a community can think of its public relations/communications campaign as consisting of the following phases:

- **Research--**Gather the data that defines the biggest problems in your community and helps you to understand your target audience.
- **Planning--**Figure out what messages you want to convey and how you will do so.
- **Execution--**Turn your plans into concrete action.
- **Evaluation --**Assess the impact that your activities had on your end goals and decide if you have been successful.

Sconyers says that by spending the time to break your activities down strategically into these four elements, you will be able to stay on track and in the end, your efforts are more likely to have a real impact.

LEARN MORE: To see some samples of award-winning public relations plans, go to **www.silveranvil.org.** You can browse a summary of the written plans by category, such as special events, businesses, media, and public service efforts.

Paula Antonovich: "If I had one piece of advice to offer, I would suggest that an organization set aside time to meet with a communications expert to fully consider the implications, costs, time, etc., before taking on an initiative."

She explains that this is because developing a communications plan is not an easy undertaking. "A communications plan must become part of the strategic plan of the organization. Too often organizations develop communications materials that are ineffective because the organization has not taken into account the implications of launching a campaign."

Antonovich points out that the most successful communications efforts "are built on a plan that clearly identifies an issue that needs to be addressed, understands the audience to whom the communications effort is directed, establishes goals and measurable objectives, has the resources, financial, human, and others, to implement and sustain the effort, and a strategy to evaluate the effectiveness of the processes and outcomes of the effort."

LEARN MORE: Antonovich has co-authored a book on this topic, called "Marketing Matters: Building an Effective Communications Program," US Department of Health and Human Services. It is available through the NCAAN Clearinghouse at 1 (800) FYI-3366.

Another helpful resource is "The Prevention Marketing Initiative: Applying Prevention Marketing," US Department of Heath and Human Services. This is available through the CDC at 1 (800) 458-5231.

RESOURCES

The following organizations can provide you with information, publications or technical assistance in developing a communications plan.

Public Relations Society of America
www.prsa.org
The Public Relations Society of America (PRSA) is the world's largest professional organization for public relations practitioners. The Society's almost 20,000 members represent business and industry, counseling firms, government, associations, hospitals, schools, professional services firms and nonprofit organizations. Visit the website to learn more about their services and find a host of publications available to guide your work. Use the listing of PRSA Chairs and Chapters to find out if one of the 115 chapters is located near you.

Tip: Ask the Public Relations Society of America for help with your efforts. Perhaps a local member would be willing to spend a few minutes talking with you or providing some pro-bono work or advice. (*Understand that PRSA members are volunteers so their time is very limited.*) If you have a request, send an email to the national headquarters at: Robyn.klesath@prsa.org.

K.I.D.S.
www.k-i-d-s.org
K.I.D.S. is a coalition that helps parents keep their kids drug-free. It is run by the Public Relations Society of America, the Partnership for a Drug-Free America and receive funds from the Robert Wood Johnson Foundation. K.I.D.S. relies on support from public relations professionals to conduct grassroots, community-based public relation campaigns geared to change behavior. Pilot chapters currently exist in: Georgia, Hoosier (Indianapolis), Greater Cleveland, Portland-Metro (OR) and North Texas. Visit the website to learn more about this project.

International Association of Business Communications
www.iabc.com
The International Association of Business Communicators provides products, services, activities and networking opportunities to help people and organizations think strategically and meet their organizational objectives. Visit the website for information and to learn what publications and products are available. You can also search the online database to find a member in your area. Currently 90 chapters are located in cities across the United States.

The Benton Foundation
www.benton.org
The Benton Foundation helps to educate community groups on how to use communications tools to solve social problems. Benton focuses on how groups can do this as effectively as possible given the current information age and the technology that is available. Benton also strives to promote communications tools, applications, and policies that will further not only individual group's work but also the broader public interest. Visit the website for information, advice, examples and publications that can help you

make sense of emerging technology and stay on top of the latest trends in communication methods.

CompuMentor
www.compumentor.org
CompuMentor helps nonprofits learn high-tech skills. Visit the website to find out such things as how to get used computers donated to your organization, how to build a database of your contacts and how to build a website to communicate with the rest of the world.

LEARN MORE: Ask businesses in your area to donate time to help your organization use technology to communicate more effectively. Visit Join Together Online's Funding News at www.jointogether.org to read about other groups that have solicited support.

WHAT OTHERS HAVE DONE

Join Together's National Calendar of Public Awareness Campaigns is a valuable tool for communities. Here are some examples of how some groups have used it. Try something similar in your community, or develop your own creative way to use the information.

Campaign Calendar Helps Schools and Other Groups Formulate Strategies
In New York City, the New York Council on Alcohol and Dependence used last year's calendar and action kit of public awareness campaigns to develop its workplan for 1999. "We used the information to plan activities with local high schools," explains Stacia Murphy, who at the time directed that local NCADD chapter. She said that she took each one of the months and worked with schools to plan events that were built on the campaign themes and activities. This approach was so effective that for 2000, it will be expanded nationally. Murphy recently became president of the NCADD's national office and in this role, she now has a chance to share the campaign information more broadly, with 110 affiliates around the country. She says that the affiliates will be encouraged to think strategically and determine how these national campaigns can connect to the core problems and issues in their communities. For more information, send an email to: president@ncadd.org.

National Campaigns Form the Basic of Local Outreach and Education Efforts
In Washington, D.C., the D.C. Community Prevention Partnership, Inc. uses the calendar of public awareness campaigns in several innovative ways. Executive Director Linda Fisher explains that first, they create a communication kit for police, which includes valuable tools and information to help them communicate with residents. The kit includes newsletter templates, sample meeting agendas and Join Together's calendar of campaigns. These items help form the basis for outreach efforts underway to help the community transition to a community policing strategy. As part of this effort, the police meet monthly with residents and raise awareness about the issues highlighted throughout the calendar. For instance, October is Domestic Violence Month. Fisher says that police use this opportunity to talk about how people can report incidents of domestic violence. They also talk about what initiatives exist throughout the District that focus on this problem. The second way the Partnership uses the listing of public awareness campaigns is to share it with youth who participate in a program at a public housing development. "October is Crime Prevention Month. We call it Safety Month for the young people and

use this opportunity to talk about all kinds of safety issues," Fisher says. During April, Alcohol Awareness Month, the kids talk about the effects of alcohol, what kinds of behaviors it causes, and how it impacts the community overall. By using the calendar as a way to talk about these subjects, Fisher says that it helps youth feel connected to a larger movement. When they understand that these activities are national, they don't feel like the issues affect only them. The third way the Partnership uses the calendar of campaigns is by using the information provided to create a monthly calendar produced by local youth. Students work as summer interns and research various issues to come up with some tips to go with each campaign event. For more information, email the Partnership at DCpartner@aol.com

HOW WILL YOU USE THE INFORMATION PROVIDED IN THIS KIT?

Join Together wants to know how you will use the material included in this publication to further your efforts to reduce substance abuse! Will you share this information with others? Use it as the basis for your strategic planning? Form new partnerships as a result of the information provided? Let us know! Send a detailed email with your response to lisa@jointogether.org or fax a note to: (617) 437-9394.

PART II: NATIONAL PUBLIC AWARENESS CAMPAIGNS FOR 2000

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January

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Martin Luther King Day Events
Sponsor: Corporation for National Service
Contact: Rhonda Taylor at 202-606-5000 ext. 282
Website: www.nationalservice.org
Date: January 17, 2000
Theme: A Day On! Not a Day Off!
Americans across the country will celebrate the King Holiday, honoring the life and work of Martin Luther King, Jr., many with a day off from work or school. We encourage you to make it "A Day on! Not a Day Off" in service to others. During his lifetime, Martin Luther King, Jr. sought to forge common ground on which people from all walks of life could come together as equals to address issues of common concern. On August 3, 1994, President Clinton signed the King Holiday and Service Act, designed to transform Martin Luther King Day into a day of service that reflects his life and teaching. The King Day of Service is a special initiative of the Corporation for National Service in partnership with the King Center for Nonviolent Social Change and the Points of Light Foundation, the United Way of America, Habitat for Humanity International, Youth Service America, Do Something and First Book.

National Birth Defects Prevention Month
Sponsor: March of Dimes
Contact: 1-888-MODIMES or local chapter
Website: www.modimes.org
Date: January 2000
Imagine how you would feel if you were told that your newborn infant has a serious birth defect. This scenario is all too real for the parents of one out of every 28 babies born today, which is a total of 150,000 babies annually. And these parents have to live with the knowledge that birth defects are the leading cause of death of children in their first year of life. These infants are born with an abnormal structure, function or body metabolism that could result in physical or mental disability or death. Using alcohol and other drugs, including tobacco, during pregnancy puts the unborn baby at risk for such problems. January is designated as "Birth Defects Prevention Month. Throughout the month, special community outreach programs and press events are scheduled to help educate people about birth defects and the need to conduct further research to better understand the causes and develop solutions. Communities can contact local chapters for events and information about what is going on in their communities.

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February

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National Groundhog Job Shadow Day
Sponsor: America's Promise-The Alliance for Youth, ASAE, School to Work Opportunities and Junior Achievement
Contact: Your local School to Work or Junior Achievement Office
Website: www.jobshadow.org
Date: February 2, 2000
How can young people get a real taste of the work world? One way is through Groundhog Job Shadow Day. On this special day, young people all across the country will shadow public figures and individuals from corporations, government agencies and organizations to experience a day on the job. This campaign helps build community partnerships between schools and businesses that enhance the educational experience of all students, and introduces students to the requirements of professions and industries to help them prepare to join the workforce for the 21st Century. At the same time, Groundhog Shadow Day creates important relationships between young people and caring adults, who can serve as important role models and mentors. For help organizing local efforts, contact your local School-to-Work or Junior Achievement office.

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March

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24 Straight: America's Day of Recovery
Sponsor: The Recovery Network and the National Partnership for Recovery & Prevention
Contact: Donald Masters at 303-320-1213
Website: www.recoverynetwork.com
Date: March 24, 2000
"24 Straight: America's Day of Recovery" is a 24-hour national campaign designed to raise awareness about substance abuse and addiction and to generate support for effective prevention, treatment and recovery programs. This year's Day of Recovery consists of three major components: community events, interactive media and television coverage. The community events will include a range of activities that call attention to the benefits of being alcohol, drug and tobacco-free, and educate people about the range of resources available for those who need help. The interactive programs, which are designed to reflect the voices, experiences and hopes of the future, are an important way to involve youth. Finally, the nationally-televised special, which will be broadcast as the day draws to a close, takes a look at substance abuse in cities and small towns, and helps celebrate those who are making a difference.

Brain Awareness Week
Sponsor: The Dana Alliance for Brain Initiatives
Contact: Barb Best at 212-401-1680
Website: www.dana.org/brainweek
Date: March 13-19, 2000
Did you know that one in every five American's suffers from a brain-related disease or disorder? The problem may be anything from cocaine addiction to learning disabilities, Alzheimer's disease, or a spinal cord injury. But no matter what the symptoms or the cause, the effects can be devastating. However, progress is being made to help the

victims. Significant advances have been made in brain-related research, including "imaging" techniques, that allow scientists to study actual functioning brains; genetic-based research; and the development of new drugs. Brain Awareness Week works to raise awareness about the importance of this research and to spotlight new developments being made. The Dana Alliance is being joined in this effort by partners from the National Institute of Health, academic research institutions, professional scientific organizations, and volunteer agencies from across the country.

National Inhalants & Poisons Awareness Week
Sponsor: National Inhalant Prevention Coalition
Contact: Harvey Weiss at 1-800-269-4237
Website: www.inhalants.org
Date: March 19-25, 2000

One in five students in America has used an inhalant to get high by the time he or she reaches the eighth grade. In fact, inhalants are as popular among middle school students as marijuana. Yet few parents know this important fact. And even fewer know that inhalants can be deadly. In an effort to get the message out that inhalants can kill, the National Inhalant Prevention Coalition has developed National Inhalants & Poisons Awareness Week (NIPAW), an annual media-based, community-level program designed to increase understanding about the use and risks of inhalant involvement. This program involves youth, schools, media, police departments, health organization, civics groups and more. It has proven to be an effective means of mobilizing communities to reduce inhalant use. More than 800 organizations from every state (as well as from Puerto Rico, Canada and Sipan) participated in the last NIPAW campaign. Beyond the designated week, the campaign can also be conducted anytime and anywhere there is a need for inhalant awareness education. This year's campaign is being supported by the Center for Substance Abuse Prevention.

Youth Art Month
Sponsor: The Council for Art Education, Inc.
Contact: Debbie Gustafson at 781-293-4100
Website: None
Date: March 2000
Theme: Art can make a world of difference.

Art can make a world of difference. That's the theme of this year's Youth Art Month. This national campaign promotes the value of quality art programs, and encourages support for them. The arts can help children articulate their perceptions and shape coherent responses to their experiences. It can also serve as a valuable learning tool that reinforces other disciplines, like reading, writing, social studies, science and math. The campaign includes a national awards program to honor outstanding state efforts to celebrate Youth Art Month. The Council also publishes a booklet of ideas on ways communities can celebrate this special month. To request a copy, call the number above.

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April

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Alcohol Awareness Month and Alcohol-Free Weekend

Sponsor: National Council on Alcoholism and Drug Dependence, Inc.
Contact: Public Info Dept. at 212-206-6770
Website: www.ncadd.org
Date: April 2000 (Alcohol-Free Weekend April 7-9)
Alcohol and drug abuse can wreck havoc on a community. Car crashes, domestic violence, unwanted pregnancies, and AIDS/HIV-infection are just a few of the tragedies that can result from excessive drinking or illegal drug use. To call attention to these and other related problems that communities face on a regular basis, the National Council on Alcoholism and Drug Dependence, Inc. (NCADD) sponsors Alcohol Awareness Month. You can use the materials provided by NCADD to raise awareness about this serious issue in your community and to attract support for prevention efforts. NCADD also runs a related youth campaign, called Alcohol-Free Weekend, which offers communities a ready-made opportunity to educate youth about problems related to drinking and engage them in alcohol-free activities. For more information and to purchase materials to help publicize these events, call the number listed above. An activity kit is also available online.

National Alcohol Screening Day
Sponsor: National Mental Illness Screening Project and The National Institute on Alcohol Abuse and Alcoholism
Contact: Anne Keliher at 781-239-0071
Website: www.nmisp.org
Date: April 6, 2000
How can people tell if they have a drinking problem or alcoholism? One important way is through alcohol screenings. That's why the National Mental Illness Screening Project and National Institute on Alcohol Abuse and Alcoholism have teamed up to sponsor National Alcohol Screening Day. This is the second year of the campaign, designed to raise public awareness across the country about the widespread nature of alcohol problems. The campaign also educates people about how to recognize the signs and symptoms of alcoholism and offers information about the kinds of treatment that are available and effective. Community groups and organizations are encouraged to partner with area health care providers and health centers to host alcohol screenings in their cities and towns. Screenings will also be held on college campuses. The NASD national media campaign will help get the message out about this special day and its importance for Americans of all ages and backgrounds.

National Child Abuse Prevention Month
Sponsor: Prevent Child Abuse America
Contact: 1-800-CHILDREN or Kevin Kirkpatrick at 312-663-3520
Website: www.preventchildabuse.org
Date: April 2000
Theme: Teaming Up to Keep Kids Safe at Home
Help prevent child abuse and keep kids safe at home. That's the goal of the National Child Abuse Prevention Month, a national campaign designed to raise awareness about the problem of child abuse and to advocate for safe and healthy families and communities. Sponsored by Prevent Child Abuse America, this campaign brings together public and private health and human service agencies and organizations, businesses, hospitals, schools and religious groups to work on this serious issue. Together, these groups can help to keep kids safe --throughout the month of April and throughout the

entire year. Call the number listed above for material to help raise awareness about child abuse problems in your community and to form support networks of parents and children.

National Crime Victims' Rights Week
Sponsor: Office for Victims of Crime, U.S. Department of Justice
Contact: 1-800-627-6872
Website: www.ojp.usdoj.gov/ovc
Date: Tentatively scheduled for April, 2000 (check website or call for exact date)
All crime victims should have access to the services they need. To help ensure this fact, the U.S. Dept. of Justice Office for Victims of Crime sponsors National Crime Victims' Rights Week. This annual campaign calls attention to the plight of crime victims and recognizes the outstanding efforts of advocates working to secure rights and services for the people who have been victimized by crime. Advocates and professionals across the nation can submit nominations of individuals or programs that have made significant contributions to the crime victims field in one or more important areas. People are encouraged to select nominees whose work has been particularly innovative and pioneering and who exemplify the long-term commitment that characterizes many of our nation's victim service providers, some of whom are themselves survivors. For more information, call the Office for Victims of Crime, through the U.S. Department of Justice, or visit their website.

National Public Health Week
Sponsor: American Public Health Association
Contact: Carole Zimmerman at 202-777-2434
Website: www.apha.org
Date: April 3-9, 2000
Theme: Healthy people in healthy communities
Healthy people in healthy communities. This is the theme of this year's National Public Health Week. This campaign strives to remind us of the importance of safeguarding individuals' public health and also fostering safe and healthy environments. National Public Health Week is a good way to recognize and support the wealth of public health initiatives at work around the country. You can use this campaign to call attention to public health issues impacting your community, such as substance abuse, HIV-infection and gun violence. Also take the time to thank those people who are making great strides in developing solutions. This national campaign engages a broad range of groups -- including health officials at the federal, state and local levels; representatives of public health professional and voluntary organizations; schools of public health; foundations and other institutions that support public health goals and programs; and local health institutions; employers and community organizations. These groups are encouraged to work together and share research, strategies and other information.

National Volunteer Week
Sponsor: Points of Light Foundation
Contact: LaShaun Hargrove at 202-729-8199 or email: seasons@pointsoflight.org
Website: www.pointsoflight.org
Date: April 9-15, 2000
Volunteers are often the lifeline of local programs. Sometimes, the dedication of these hard-working individuals goes unrecognized. National Volunteer Week provides a great opportunity to thank those who donate their time to help others. Use this special week, which is sponsored by the Points of Light Foundation, to recognize those who are making

a real difference, and encourage others to follow their example by getting involved in local initiatives. For more information about this campaign, call the Points of Light Foundation or visit the website listed above.

National Youth Service Day – The Official Service Event of the New Millennium
Sponsor: Youth Service America
Contact: Program Director at 202-296-2992 ext. 34
Website: www.servenet.org
Date: April 14-15, 2000
Theme: The Global Power of Youth Serving Youth
National Youth Service Day is the Official Service Event of the New Millennium. The theme of this year's annual campaign is, The Global Power of Youth Serving Youth. This campaign, which spans two days, works to get the message out that youth all over the world who engage in community service work are helping to make things better for their peers. Communities can use the campaign as a way to thank local youth for volunteering their time to help local community service efforts, and to also encourage other young people to get involved in local activities. Over the past few years, this campaign has generated nearly 90 million hours of community service and has inspired countless young people to make a long-term commitment to helping their community. The national partners in the campaign include the Red Cross, the Girl Scouts, the YMCA, Blue Cross/Blue Shield and other well-known organizations.

Take Our Daughters To Work® Day
Sponsor: Ms. Foundation for Women
Contact: 1-800-676-7780
Website: www.ms.foundation.org
Date: April 27, 2000
The range of career options that exist for females today is endless. To raise awareness about this fact, the Ms. Foundation sponsors Take Our Daughters to Work® Day. This annual campaign exposes girls to the work world and encourages them to aim high for their future. This encouragement helps girls to build confidence and resiliency to carry them through their teen years. On this designated day, adults are asked to invite their daughters or other young girls to visit them at their place of employment to see firsthand what the work world is like. In the process, they also truly celebrate girls' worth.

April is National Sexual Assault Awareness Month. Throughout the month, groups across the country will hold local events to raise awareness about the problem of sexual assault and to remind victims that they are not alone. Help sponsor an activity in your community around this serious issue. For more information, visit **www.ncasa.org.**

May

Alcohol & Other Drug-Related Birth Defects Awareness Week
Sponsor: National Council on Alcoholism and Drug Dependence, Inc.
Contact: Public Information Department at 212-206-6770
Website: www.ncadd.org
Date: May 14-20, 2000
A mother's drinking, smoking and drug use can have a devastating impact on an unborn baby. In fact, engaging in such behavior puts the fetus at risk for a number of serious health problems. Alcohol and Other Drug-Related Birth Defects Awareness Week works to educate people about this crucial fact, and encourages expectant mothers to make healthy and safe choices. This annual campaign promotes the idea of healthy families by informing the public about the dangers that smoking, drinking and/or using other drugs can have on children.

Million Mom March
Sponsor: Mothers across the nation
Contact: info@millionmommarch.com
Website: www.millionmommarch.com
Date: May 14, 2000 (Mother's Day)
Theme: We're looking for a few good moms.
A march of a million starts with a single step. This is the idea behind the Million Mom March, which is a national effort to mobilize concerned families nationwide to seek common sense gun control laws and no nonsense enforcement of those laws. Participating in the campaign are mothers from all walks of life, including stay-at-home moms, professional moms, part-time moms, stepmoms, black moms, white moms, Hispanic moms, Asian moms, suburban moms, urban moms, foster moms, Democratic and Republican moms. They will join thousands of other mothers on Mother's Day in Washington, D.C., where they will call on Congress to pass legislation to protect the nation's kids from guns. The mothers will give Congress nine months to "birth" sensible gun-control legislation.

National SAFE KIDS Week
Sponsor: National SAFE KIDS Campaign
Contact: Field Team at 202-662-0600
Website: www.safekids.org
Date: May 6-13, 2000
Each year more than 6,000 children die from injuries that could have been prevented. In fact, preventable injuries are the leading cause of death of children age 14 and younger. And many children who survive these serious injuries are left permanently disabled. That's why National SAFE KIDS Week works to educate parents about the role they can take to help protect their children and keep them safe. Now in its 11th year, this national event is sponsored by the National SAFE KIDS Campaign and involves state and local groups around the nation. The campaign works to get the message out that everyone should do their part to help prevent tragedies that threaten the safety of our children, such as motor vehicle crashes, drownings, fires and burns, suffocation, poisonings, chokings, falls and unintentional shootings.

National Teen Pregnancy Prevention Month
Sponsor: Advocates for Youth
Contact: Susan Pagliaro at 202-347-5700 or email: susanp@advocatesforyouth.org
Website: www.advocatesforyouth.org
Date: May 2000
Along with sexual behavior come both responsibilities and risks. That is the message that National Teen Pregnancy Month hopes to share with young people across the country. This annual campaign educates the nation's youth about making safe and healthy decisions. This is crucial, even though the overall teen pregnancy rate has been declining. The campaign also calls on parents, teachers, health professionals and others to talk to young people about the responsibilities that go along with intimate relationships and to encourage them to abstain from sexual activity before they are ready. To help support local efforts throughout the month-long campaign, Advocates for Youth provides a guidebook with sample proclamations, editorials, PSAs, fliers and announcements about the importance of preventing teen pregnancy. Call the number listed above to order a copy.

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Summer

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America Goes Back to School
Sponsor: Partnership for Family Involvement and Education
Contact: 1-800-USA-LEARN
Website: www.ed.gov/Family/agbts
Date: August to October 2000
The beginning of a new school year is a good time to celebrate the importance of learning in the United States. It is also a good time to focus public attention on ways to improve our educational system. That's why each year during the months of August through October, the Partnership for Family Involvement and Education sponsors a national campaign called America Goes Back to School. The purpose of this campaign is to reaffirm communities' commitment to education and to involve parents, families, community groups, employers and educators in the process of helping children learn. Visit the U.S. Department of Education web page or call the number above to request a free activity kit that provides concrete resources and ideas of what people in your community can do.

National Parents' Day
Sponsor: Parenting Coalition International
Contact: Belinda Rollins at 202-530-0849
Website: www.parentscoalition.org
Date: July 23, 2000
How often do parents receive recognition for their dedication to their children? The answer is at least once a year now, thanks to National Parents' Day. The purpose of this designated day is to honor all of the parents across the United States who work hard to raise their children and ensure their wellbeing and happiness. This day began in 1994, when President Clinton signed it into law. Since then, communities all across the country have helped to celebrate by holding local events that recognize parents who do a good job and thank them for the outstanding example they set. You can help sponsor activities in your area, or get involved in those that are already planned. Work with individuals,

teachers, organizations and businesses to give parents the admiration and support they deserve.

National Night Out
Sponsor: National Association of Town Watch
Contact: 1-800-nite-out or 610-649-7055
Website: www.natw.org
Date: August 1, 2000
No crime will be tolerated here. This is the message that residents all across the nation will be sending on National Night Out. On this designated night, people are asked to leave the lights on in their homes and stand out on their street with police to let criminals know to stay away from the neighborhood. Following this sign of solidarity, neighbors will then participate in group activities, such as block parties, parades and barbecues that will give them a chance to get to know each other better and devise ways they can work together to keep the streets clean and safe. Since the campaign began in 1984, it has grown to involve over 30 million people in more than 9,200 communities from all 50 states. Call 1-800-NITE-OUT for free registration information.

National Sobriety Checkpoint Week
Sponsors: Mothers Against Drunk Driving and Nationwide Insurance
Contact: Brandy Anderson at 202-638-3735 or Arlene Lamark at 214-744-6233 ext. 219 or 1-800-getmadd ext. 219
Website: www.madd.org
Date: Full week of Labor Day, 2000 (Sept. 3-9)
Each year, many people are tragically killed in drunk driving crashes. In an effort to prevent such unnecessary crimes, Mothers Against Drunk Driving and Nationwide Insurance sponsor National Sobriety Checkpoint Week. During this week, police across the nation are encouraged to increase their use of sobriety checkpoints and to crack down on people who violate the law to drink and then drive. The goal of this campaign is to educate people about the risks of drunk driving and to raise public awareness about the importance of using sobriety checkpoints to keep our roads safe.

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September

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National Day of Remembrance
Sponsor: The National Organization of Parents of Murdered Children, Inc. (POMC)
Contact: 1-888-818-POMC
Website: www.pomc.com
Date: September 25, 2000
For the family of homicide victims, remembering their loved ones is vital to their survival, according to Jean Lewis, the national president of the National Organization of Parents of Murdered Children, Inc. That's why POMC has proclaimed this the National Day of Remembrance, so survivors can bridge their individual pain by having a special day when they all remember together. This creates a powerful statement for awareness, prevention and justice. There are more than 100,000 POMC members nationwide. Your

community can get involved by hosting candlelight vigils and other special events in honor of the victims of such tragic deaths. Help to keep their memory alive.

National Alcohol and Drug Addiction Recovery Month
Sponsor: Center for Substance Abuse Treatment, SAMHSA, HHS
Contact: Office of Communications and External Liaison, CSAT, SAMHSA at 301-443-5052
Website: www.samhsa.gov/csat
Date: September 2000

Treatment is effective for substance abuse addictions. It can save lives, reduce health care costs and lower crime rates. But it must be readily available for all who need it. To help get the message out that treatment and recovery are important to the health and wellbeing of residents, families, communities and the nation, September is designated as National Alcohol and Drug Addiction Recovery Month. This national campaign, which is sponsored by the Center for Substance Abuse Treatment, works to educate people about the nature of addiction and to remind them of the hope that recovery holds. Tailor the campaign materials provided to raise public awareness about local treatment options, encourage people with addictions to seek help, and garner support for more effective local policies. For more information, call CSAT or visit their website.

The MADD National Youth Summit 2000 will be held in Washington, DC, from Sept. 29 to Oct. 4, 2000. This event will bring together a high school student from every Congressional district in the nation to develop and present policy solutions to the problem of underage drinking in the United States. For more information, visit **www.madd.org/nys**, or call Brent Blackburn at 214-744-6233 ext. 216.

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October

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America's Safe Schools Week
Sponsor: National School Safety Center
Contact: June Arnette 805-373-9977
Website: www.nssc1.org
Date: October 15-21, 2000

How can we keep our classrooms safe? This question has been on the minds of many Americans today in the wake of the recent rash of tragic school shootings. America's Safe Schools Week provides an important opportunity for parents, students, teachers and administrations to come together and talk about their concerns and try to find some answers. During this week-long campaign, communities are encouraged to evaluate their safety procedures and determine what works and what areas need to be strengthened. For instance, are students at risk for violence being identified and getting the help they need? Are gun-free school polices in place? Use this campaign as a way to consider the range of options available and determine those that are appropriate for your community. In some states, the governor will launch this campaign with a formal proclamation. The National School Safety Center, which sponsors the campaign, provides helpful materials that communities can use locally. To request materials, call the number listed above or visit NSSC's website.

Join Together Resource: Join Together Online at **www.jointogether.org** provides a wealth of information on gun violence. Visit the site for facts, action steps and resources for parents, youth, victims and school administrators.

Crime Prevention Month
Sponsor: National Crime Prevention Council
Contact: 1-800-WEPREVENT
Website: www.ncpc.org
Date: October 2000

How can you take a bite out of crime in your community? One way is by getting involved in Crime Prevention Month, which is an annual campaign that strives to reduce crime and make communities safer. Take this opportunity to get the message out that residents can take an active role to protect themselves and their neighborhoods. The National Crime Prevention Council, which sponsors this campaign, provides a wealth of material to help your efforts. Use the timely crime statistics, sample media pieces and examples of community collaborations that have gotten good results to educate your community about crime problems and safety issues. You will also find more than 20 camera-ready brochures, posters and activity sheets to address a wide range of crime-related topics. To order, call 800-WEPREVENT. Also visit the website to access an action kit with ideas for things you can do in your community.

Day of National Concern
Sponsor: Student Pledge Against Gun Violence
Contact: Mary-Lewis Grow at 507-645-5378 or email: mlgrow@microassist.com
Website: www.pledge.org

Date: October 2000 (check the website for exact date)
This year's Day of National Concern will serve as a catalyst for students across the country to come together to discuss the problems caused by gun violence among young people. Students nationwide will participate in school activities designed to raise their awareness of the issue of youth gun violence, and will sign the Student Pledge Against Gun Violence. In signing the pledge, young people make a voluntary promise never to bring a gun to school or use a gun to settle a dispute, and they will encourage their friends to do the same. Each school's tallies are reported to the National Coordinator and the national total will be announced. To find out how you can participate in the Day of National Concern and the Student Pledge Against Gun Violence and to find out the exact date, visit the website listed above or call for more information.

Domestic Violence Awareness Month
Sponsor: National Resource Center on Domestic Violence
Contact: Cindy Newcomer or Debbie Reynolds at 800-537-2238
Website: www.pcadv.org
Date: October 2000
Theme: Domestic Violence: It is your business
Every 15 seconds, someone becomes a victim of domestic violence in the United States. Annually, this adds up to more than 2.5 million people who are hurt by someone in their families. And domestic violence hurts not only the victims, but also other family members as well, including children. Yet many victims are afraid to speak out about their situation, either out of fear or out of embarrassment. This year's Domestic Violence Awareness Month encourages others to get involved in helping victims to be safe. The theme, "Domestic violence: It is your business," reminds friends, families, neighbors, teachers, doctors and colleagues not to turn away from an uncomfortable situation but to help provide support for victims. Throughout the month of October, communities are encouraged to host events that help to highlight the extent of domestic violence locally and to encourage residents to come together to develop ways to prevent further problems.

Family Health Month
Sponsor: American Academy of Family Physicians
Contact: Kelly Cannon at 913-906-6000 ext. 5221
Website: www.aafp.org
Date: October 2000
Have you had a physical examination lately? If the answer is no, Family Health Month is a good time to schedule one. Throughout the month of October, family physicians in communities throughout the nation will educate patients about the need to have regular checkups and make smart choices when it comes to their health and that of their families. This will also provide an opportune time for them to publicize key health issues to patients. Many communities will work with health centers and doctors' offices to host special events to educate residents about how to stay safe and healthy. The media and patients will be asked to participate in local activities held throughout the month. A special Family Health Month kit is available at a small charge to help communities raise awareness about this important issue and reach all segments of the population with timely information. Visit the American Academy of Family Physicians' website, listed above, or call them for more information.

Let's Talk Month
Sponsor: Advocates for Youth

Contact: Barbara Huberman at 202-347-5700
Website: www.advocatesforyouth.org
Date: October 2000
Many parents want to talk with their youngsters about important issues like sexuality, drugs and alcohol but are unsure how to broach such a sensitive topic. Let's Talk Month provides a good time to get the dialogue started. Research shows that when parents discuss sexuality with their children and answer their questions and concerns, the young people are more likely to wait longer before their first sexual encounter and they are also more likely to use protection to guard themselves against sexually-transmitted diseases and unwanted pregnancies if they do become sexually active. The Let's Talk Month campaign, which is sponsored by Advocates for Youth, encourages local religious organizations, the media, businesses, schools and community organizations to provide parents with information, resources and educational programs they need to talk to their children about sexuality. Local activities are also planned to reach out to youth and educate them about this important topic. The overall goal of this campaign is to help young people develop responsible, positive attitudes and behaviors about sexuality.

Make A Difference Day
Sponsor: The Points of Light Foundation/USA Weekend
Contact: LaShaun Hargrove at 202-729-8199 or email: seasons@pointsoflight.org
Website: www.pointsoflight.org or www.usaweekend.com/diffday
Date: October 27, 2000
Do you want to make a difference? Make a Difference Day is the perfect time to try making someone else's day a little brighter. It's a day when people throughout the country are encouraged to perform a simple act of kindness. Sponsored each year by the Points of Light Foundation and USA Weekend, participants lend a hand to a cause, an individual, or a family or a neighborhood that they want to help. As a result of these unselfish actions, an individual, a family or an entire community can be transformed. If you are interested in participating, either alone, in a group, or along with your entire community, simply send a description of the project you plan to undertake and share it with the Points of Light Foundation. The top six projects will be selected by a panel of celebrity judges and a $2,000 donation will be awarded for each one's charitable cause.

National High School Activities Week
Sponsor: National Federation of State High School Associations
Contact: B. Elliot Hopkins or Brandi Wetherald at 816-464-5400
Website: www.nfhs.org
Date: October 15-21, 2000
High schools across the country are encouraged to promote the values inherent in extracurricular activities during National High School Activities Week. This special week was created by the National Federation of State High School Associations to increase the public's awareness of the values and needs of interscholastic activity programs. Many high schools currently have comprehensive programs in place to address the needs of students and help them build confidence and work as a team, which will benefit them when they enter the work world. Some of the types of activities offered include athletics, speech, music, drama, band and spirit squads. Some of the goals of these activities include: finding and nurturing the best effort of each young participant; encouraging students to stay in school, perform better academically and become better citizens; demanding respect for fair play and appreciation for the equitable application of procedures, rules and regulations; providing healthy lifestyle instruction; challenging

racism, sexism and classicism through active pursuit of teamwork and school spirit. For more information, call the number listed above or visit the website.

National Red Ribbon Week
Sponsor: National Family Partnership
Contact: Peggy Sapp at 1-800-705-8997
Website: www.nfp.org or www.redribbon.org
Date: October 23-31, 2000

During this week, people around the nation will wear red ribbons in honor of Enrique "Kiki" Camarena, a Drug Enforcement Agent who was kidnapped and brutally murdered in Mexico in 1985 because of his pursuit of the Mexican drug cartel. Wearing red ribbons began shortly after Camarena's death, when youth in his hometown of Calexico, California, donned them in honor of their fallen hero. The trend soon spread and many people in communities around the country began wearing the bright ribbons. The meaning behind the gesture broadened to represent support of drug-free environments and communities. In 1988, the Red Ribbon Celebration became an annual event led by National Family Partnership. Today, the national effort to raise awareness for drug prevention continues with broad support from parents, youth and others across the nation. Each year more than 80 million young people and adults wear the red ribbon and participate in prevention activities during the National Red Ribbon Week.

"Talk About Prescriptions" Month
Sponsor: National Council on Patient Information & Education
Contact: Lee Rucker at 301-656-8565 or e-mail ncpie@erols.com
Website: www.talkaboutrx.org
Date: October 2000
Nearly three billion retail prescriptions will be issued in 2000, yet some will never be filled and many may be used incorrectly. This can lead to poorer, rather than better, health. Asking questions each time you receive a new prescription, and sharing information with your health care professionals about what other prescription and non-prescription medicines you are taking, can help assure appropriate medicine use. "Talk About Prescriptions" is an annual coalition effort to improve communication between patients, caregivers, and health care professionals. The National Council on Patient Information and Education, sponsor of "Talk About Prescriptions" Month, offers for purchase many educational resources to support medicine counseling and community outreach, and to promote personal responsibility when using medicines. These resources can be previewed on the website, or call the number listed above for a catalog and order form.

Trick or Treat for UNICEF Month
Sponsor: U.S. Committee for UNICEF
Contact: 1-800-252-KIDS
Website: www.unicefusa.org
Date: October 2000
How can young people help others this Halloween? One way is by collecting money for UNICEF along with candy when they go door to door on Halloween night. Trick or Treat for UNICEF Month is an annual education and fundraising campaign that runs throughout October to teach children about global issues that surround them. Parents and teachers are encouraged to use this opportunity to educate youngsters about the conditions faced by their peers in other parts of the world and to help them appreciate the richness of cultural diversity that exists in their classrooms and the communities. The funds generated have helped support UNICEF's efforts to provide medication, vaccines, clean water and sanitation, nutrition and basic education to millions of children in over 160 countries. Free educational campaign materials are available for teachers and parents by contacting the number listed above. UNICEF's trademark orange "Trick or Treat for UNICEF" cartons may also be ordered, free-of-charge.

YWCA Week Without Violence
Sponsor: YWCA of U.S.A.
Contact: 212-273-7814
Website: www.ywca.org
Date: October 15-21, 2000
How can you help prevent violence in your home, school, workplace and neighborhood? YWCA Week Without Violence provides some important steps that people can take to safeguard themselves and their families. This international campaign raises awareness about the serious problem violence poses -- both in the United States and also around the world. Led by YWCAs in thousands of communities in the United States and more than 30 countries on six continents, the campaign emphasizes sustainable alternatives to

violence that could save lives and make our communities safer. For campaign materials, call your local YWCA or the number listed above, or visit the YWCA homepage.

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November

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Great American Smokeout
Sponsor: American Cancer Society
Contact: 1-800-ACS-2345
Website: www.cancer.org
Date: November 16, 2000

Nearly one in five deaths in the United States is the result of tobacco use. In fact, smoking cigarettes is the leading cause of preventable deaths in this country, and also a major contributor to a host of health problems. Even people who don't smoke may experience the ill effects from other people's cigarettes. The Great American Smokeout is held each year to raise awareness about these facts and to encourage people who smoke to quit. This national campaign, which is in its 24th year, calls on smokers to give up cigarettes for one day, then asks them to continue for good. In addition to targeting people who smoke, the campaign also asks young people to take a pledge never to start smoking.

Join Together Resource: The QuitNet website at **www.quitnet.org** helps smokers kick their nicotine habit. It is the largest smoking cessation program in the world. Visit the site for facts, research findings, an interactive online questionnaire to help develop a personalized quitting plan and forums where you can find support from others who are trying to quit.

Parent Involvement Day and American Education Week
Sponsor: Parenting Coalition International & The Partnership for Family Involvement in Education
Contact: Belinda Rollins at 202-530-0849
Website: www.parentingcoalition.org
Date: November 12, 2000 (day); November 13-17, 2000 (week)

Parents play an important role in keeping their children safe, healthy and drug free at home, school and in the community. Parent Involvement Day calls on parents to make a real effort to spend time with their children and get involved in their lives. This day also serves as the kick-off for American Education Week, which raises public awareness about the value of education and calls attention to the accomplishments of public schools and their needs. As part of the campaign, the U.S. Department of Education releases a special report called "Quality Counts," which calls attention to the successes and failures of American education. This report should be read by every mayor, school superintendent, governor and citizen. To order a copy, call 1-877-433-7827. To receive campaign materials to help publicize Parent Involvement Day and American Education Week, call the number listed above.

December

National Candlelight Vigil of Remembrance & Hope
Sponsor: Mothers Against Drunk Driving (MADD)
Contact: John Evans at 214-744-6233 or email: evans@madd.org
Website: www.madd.org
Date: December 2000

Every weekday night from 10 p.m. to 1 a.m., one in 13 drivers is drunk (BAC of .08 or more). And on the weekends, the number of drunk drivers on the road is even higher. Drunk drivers kill and/or injure thousands of people each year. Yet all of these tragedies could have been avoided. That's why Mothers Against Drunk Driving holds a National Candlelight Vigil of Remembrance and Hope each December. Throughout the month, special events are held as a way to remember the victims of drunk driving crashes, and to support their families. This campaign also coincides with the holiday party season to serve as an important reminder to people not to drink and drive.

National Drunk and Drugged Driving Prevention Month
Sponsor: National 3D Prevention Month Coalition
Contact: John Moulden at 202-452-6004 or email: jmoulden@trafficsafety.org (National Commission Against Drunk Driving)
Website: www.3dmonth.org/
Date: December 2000

Take a stand against drunk driving during National Drunk and Drugged Driving (3D) Prevention Month. During the month of December, communities across the country will join with the National 3D Prevention Month Coalition to conduct public awareness and enforcement campaigns to prevent impaired driving. The Coalition, a public-private sector partnership, provides a focus for communities interested in participating in National 3D Prevention Month by sponsoring local campaign activities. The Coalition also encourages communities to support prevention efforts to make our roads safer. To request a program planner filled with material to guide local efforts, contact the number listed above.

FOR COLLEGES AND UNIVERSITIES

The BACCHUS and GAMMA Peer Education Network have several national public campaigns geared specifically for students on campuses throughout the nation. Campaigns include Safe Spring Break Week (dates vary depending on scheduled spring break), Sexual Responsibility Week (February 13-19), and National Collegiate Alcohol

Awareness Week (October 17-23). For more information and to order materials, please visit their website at **www.bacchusgamma.org.**

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Year-Long Campaigns

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Girl Power!
Sponsor: The Center for Substance Abuse Prevention, SAMHSA, HHS
Contact: 1-800-729-6686
Website: www.health.org/gpower
Girl Power! is a multi-issue, multi-phase national public awareness campaign sponsored by the Department of Health and Human Services (HHS) to help encourage and equip 9 to 14-year-old girls to make the most of their lives. Girl Power! combines strong no-use messages about tobacco, alcohol and illicit drugs with an emphasis on providing opportunities for girls to build skills and self-confidence in academics, arts, sports and other endeavors. It also addresses related issues such as teen pregnancy prevention, physical activity, nutrition and mental health. Call the number listed above for materials.

The Reality Check Campaign
Sponsor: The Center for Substance Abuse Prevention, SAMHSA, HHS
Contact: 1-800-729-6686
Website: www.health.org/reality/index.htm
"Marijuana Is a Drug: Help Our Kids Understand" is the theme of SAMHSA/CSAP's Reality Check Campaign. This is a nationwide effort to prevent and reduce the growing problems associated with marijuana use among youth. The campaign, which is geared to community efforts, reaches out to parents, caregivers and other people who work with youth and provides them with information and ideas on how to talk to kids about the dangers of this drug. Call for Reality Check materials, and *Keeping Youth Drug Free: A Guide for Parents, Grandparents, Elders, Mentors and Other Caregivers.*

Your Time -- Their Future: Positive Activities Campaign
Sponsor: The Center for Substance Abuse Prevention, SAMHSA, HHS
Contact: 1-800-729-6686
Website: www.health.org/yourtime/index.htm
Your Time – Their Future: Positive Activities Campaign urges adults to become involved in volunteering, mentoring, and other efforts that help young people, ages 7 to 14, participate in positive activities that build skills, self discipline, and competence. This will help to prevent new use and reduce existing use of alcohol, tobacco, and illicit drugs among youth. Visit the website listed above for more information on topics such as how to become a mentor or volunteer and how to keep your kids drug free. Dowloadable materials and guides are also available online.

FAXBACK

Would you like more information about how to develop an effective communications plan? Let us know! Please answer the questions below and fax this form back to: Lisa Ellis at (617) 437-9394

Name: _____

Title: _____

Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ E-mail: _____

Does your community currently have a recognized strategy to fight substance abuse?

_____ Yes _____ No

Does this strategy include a communications plan?

_____ Yes _____ No

Do you need help developing a new plan or strengthening an existing one?
(*Please explain*)

Specifically, What type of information would be most valuable to your efforts?
(Indicate all that apply.)

_____ How to create a communications plan

_____ How to integrate this plan into your overall strategy

_____ How to compile data to help you narrow in on the most pressing local problem

_____ How to shape messages to move people to action

_____ How to define your target audience

_____ How to use creative ways to communicate with your audience

_____ How to evaluate the impact of your communications efforts

_____ How to use technology to further your work

_____ Other (*explain*) _____
_____

Thank you!